



bloom

Connect to your health.

Overview

June 2021

www.bloomdiagnostics.com



bloom

Vision

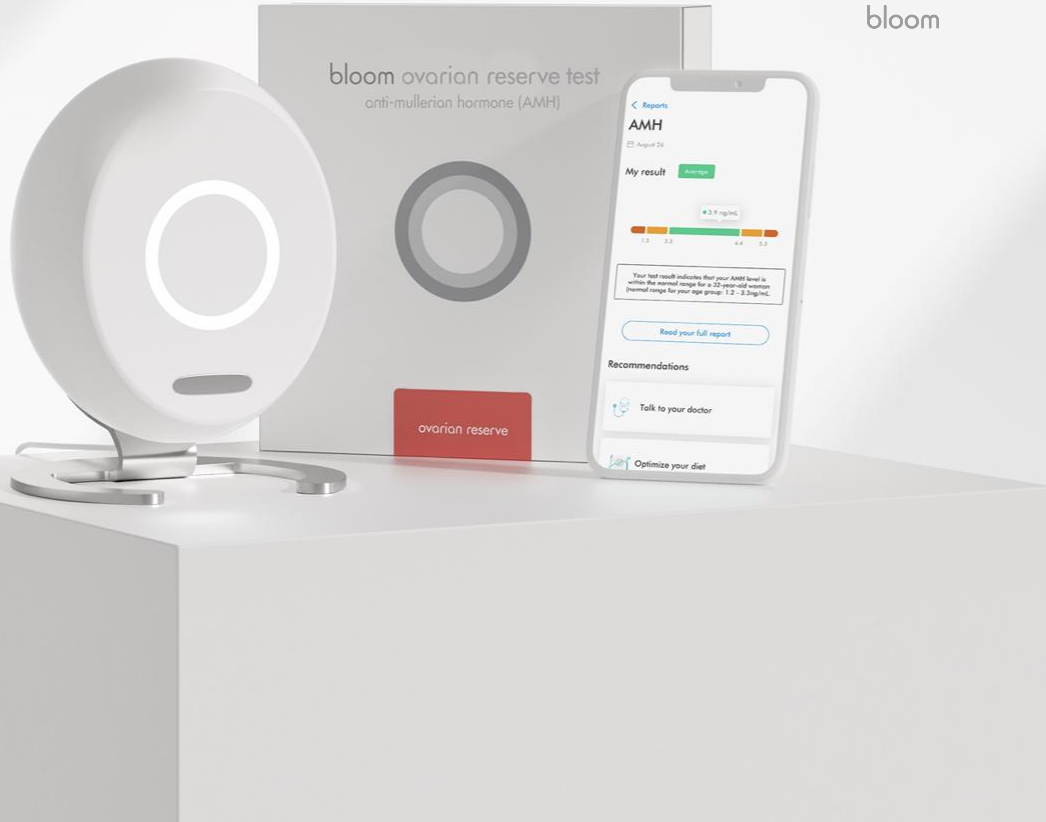
We believe in a future where healthcare is more accessible.

Our products allow you to receive and secure your personal medical data in a fast, affordable and understandable way.

Mission

Strategy

We build home testing systems by combining diagnostics technology with medical knowledge and data. Our team and expert partners follow design and customer-oriented processes in developing and refining our products.



Say hi to Bloom. The new dimension of home testing.

Bloom combines the power of a laboratory with personalized medical analysis. At home. The Bloom System enables you to measure multiple of your body's biomarkers in just a few minutes, for a fraction of the cost of traditional testing. Bloom provides you with valuable, medical, detailed and personal insights into your own health. All while keeping the highest quality and privacy standards.

Our goal is to become one of the largest medical data companies through easy to use consumer hardware & software.

Medical reports with personal insights in 10 minutes



Bloom Tests

Bloom Tests are single use devices that **recognize** medical markers such as Ferritin or CRP using a drop of blood, urine or saliva.



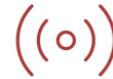
Bloom Lab

The Bloom Lab is designed to quickly and accurately read and **quantify** the results that our tests produce - consistently, globally.



Bloom App

The Bloom App presents your test results, combined with a **personalized analysis** of your condition, all while leaving you in control of your data.



Bloom Backend

Our cloud solution anonymously processes your input and test results to give you the most valuable medical **insights**. It gets smarter with each test and allows for finding new correlations.

Bloom learns with every test performed on its system. We can collect millions of comparable data points consistently, globally.
Anonymous, encrypted, GDPR compliant.

Not just a test. A smart test. A platform.



Number of portfolio tests on Bloom platform

Bloom Test Strategy

Build a growing testing platform with focus on:

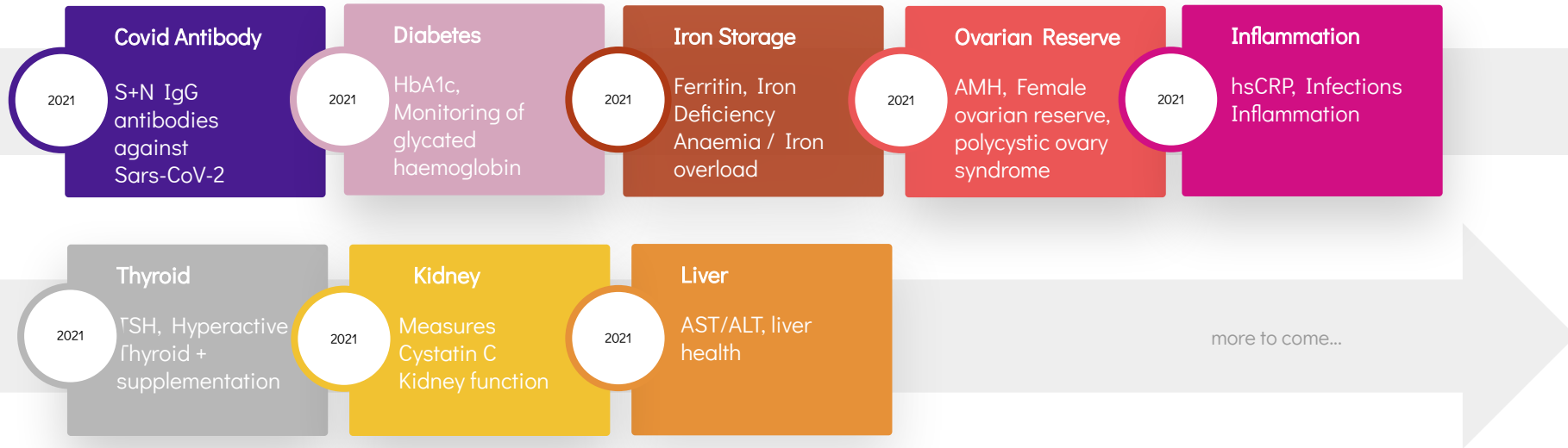
- Prevention & Monitoring
- Cardiovascular disease
- Chronic disease
- Female health
- Infectious disease

How it works



Bloom's growing test portfolio is set to capitalize on an untapped self-testing market and on cross-linked insights.

Test pipeline



Bloom's test pipeline is constantly expanded and can be customized to specific needs.
Test launch timelines dependent on R&D & regulatory approvals (CE & FDA).

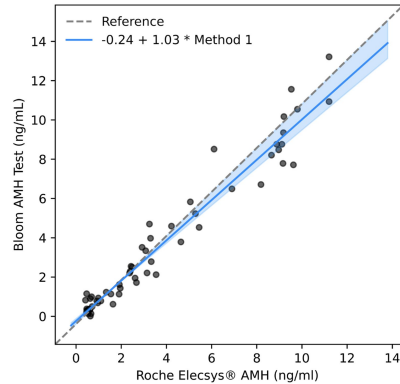
Performance enabled by Software.



Ovarian Reserve Test

The Bloom AMH Test is a single-use testing kit for quantitative in-vitro diagnostic examination of AMH in capillary blood, using lateral flow technology. It is intended for women between 18 and 51, interested in estimating their individual ovarian reserve as an ancillary screen of fertility. To be used in a home environment or store setting.

Passing-Bablok Regression



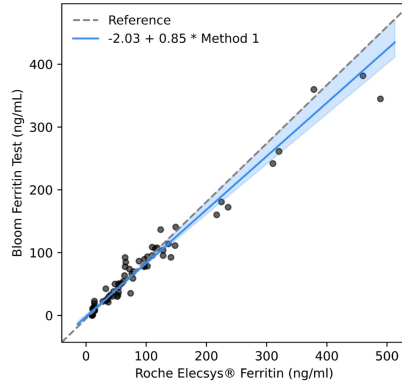
Results are automatically generated by the Bloom App using a batch specific 10-point calibration curve.



Iron Test

The Bloom Ferritin Test is a single-use testing kit for manual in-vitro diagnostic quantitative screening of ferritin in capillary blood, for individuals interested in tracking and optimization of health and non-acute medical conditions. It is intended for self and near patient testing for individuals 18 years old and above.

Passing-Bablok Regression



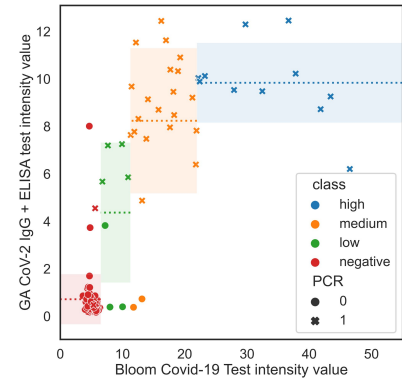
Results are automatically generated by the Bloom App using a batch specific 8-point calibration curve.



Covid Antibody Test

The Bloom Covid-19 Antibody Test is a single-use testing kit for manual in-vitro diagnostic semi-quantitative screening of IgG antibodies against SARS-CoV-2 in capillary blood. It is intended for self and near patient testing for individuals 18 years old and above, who suspect to have or have had a SARS-CoV-2 infection.

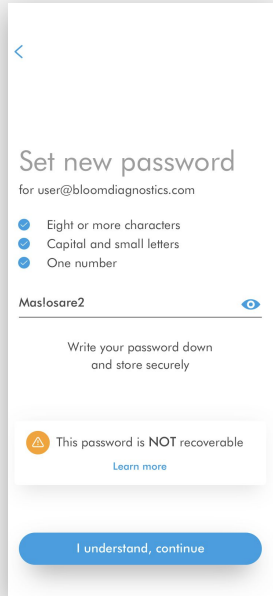
Intensity Cohort Chart



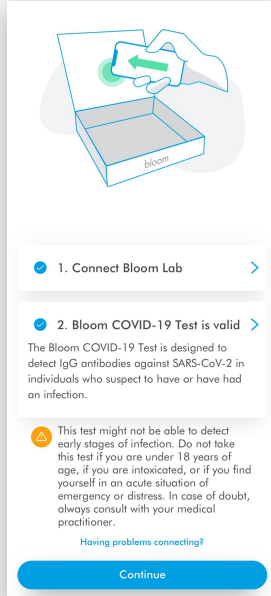
Results are automatically generated by the Bloom App using batch specific calibration.

Instructions, results, interpretation. Personalized.

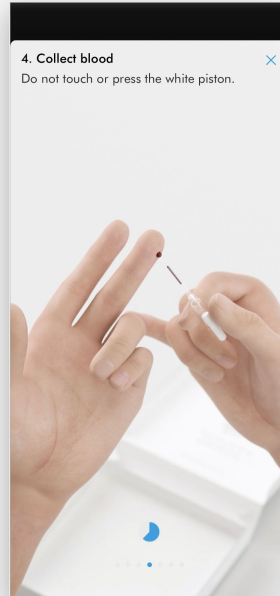
Account set-up



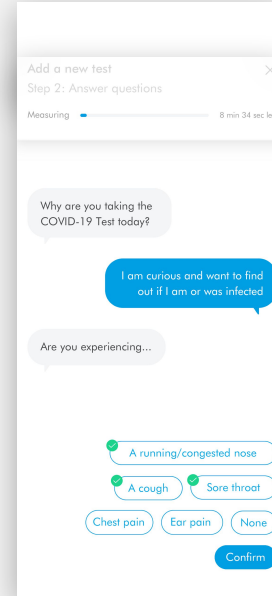
Lab & Test registration



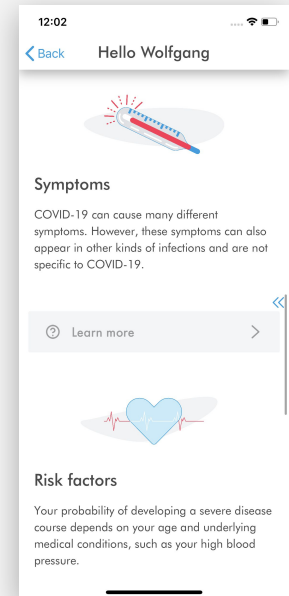
Video instructions



Q&A session

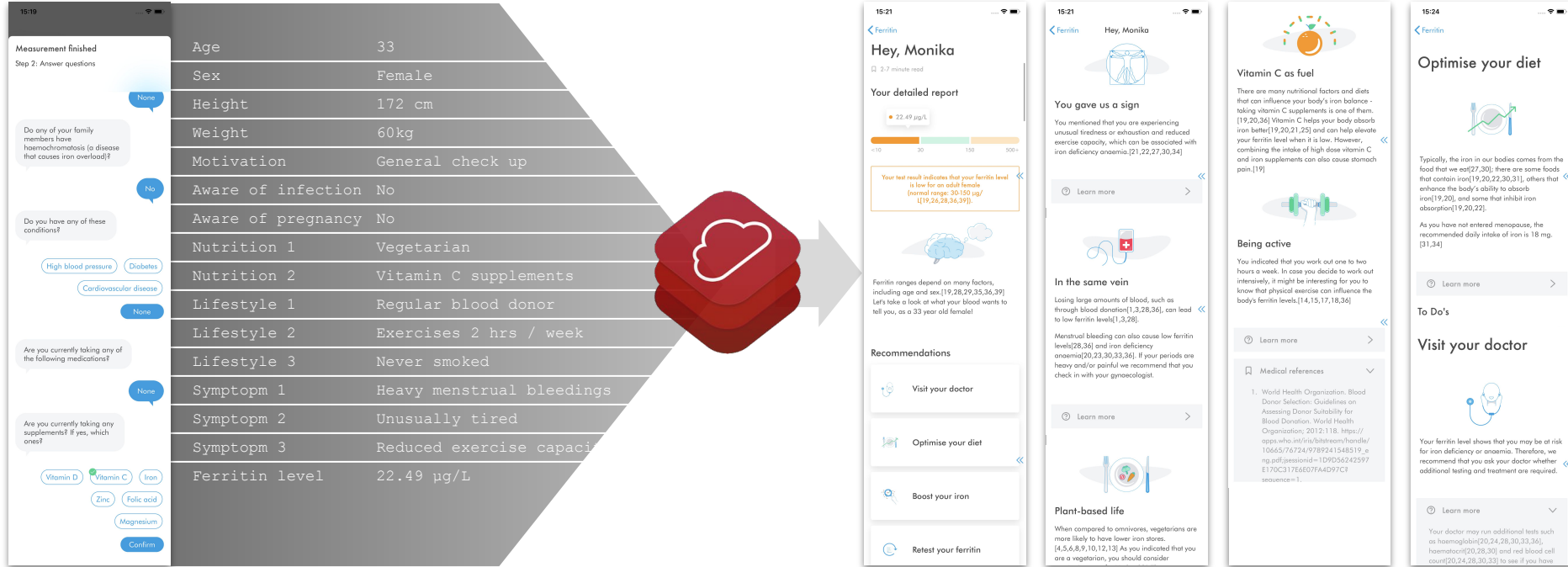


Personalized report



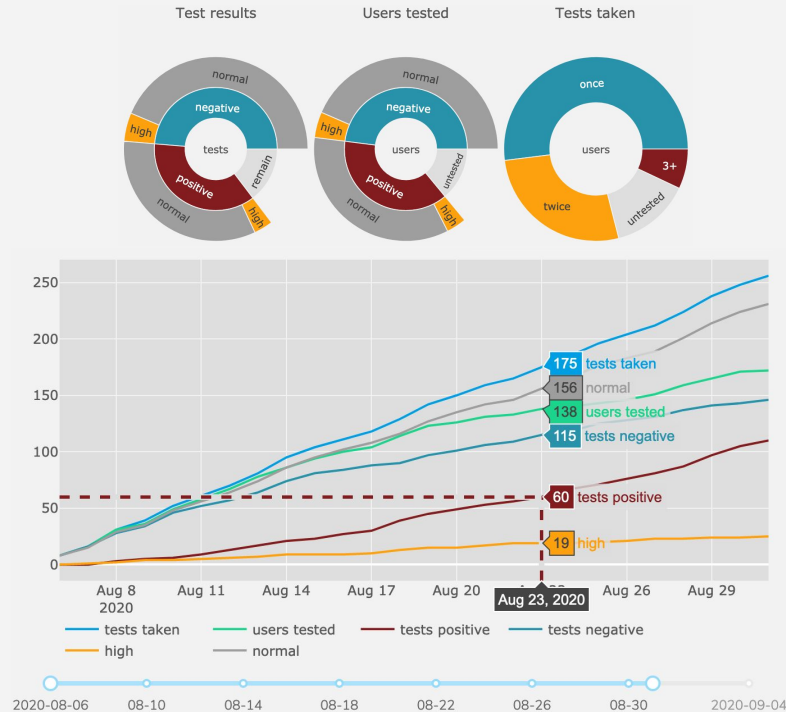
The Bloom App is not just an app. It is an unprecedented software solution that makes blood testing as easy as using a smartphone. It seamlessly interacts with Bloom's medical devices, guides users and generates personal reports.

Report generation: Example Bloom Ferritin Test



Bloom reports are developed for each biomarker with the latest knowledge available to the scientific community. The development of Bloom's report algorithms follows an ISO 13485 certified process.

Bloom Dashboard: Real time insights. With every test.



Bloom Data Vision

Everytime you google, Google gets better.

Everytime you test with Bloom, Bloom gets smarter and is able to provide deeper health insights for every next test.

Due to a standardized globally collected health data set, Bloom can answer questions no one else has, such as how does smoking influence female ovarian reserve.

Bloom's Dashboard is a fully customizable web app solution that presents and summarizes anonymously collected big data insights in real time. While keeping users in full control of their personal data.

Learning from standardized data sets



Bloom Data Masterplan

1. Crawl existing knowledge of medical markers from studies & guidelines into algorithms to build a world class interpretation of user measurements.
2. Enter market & collect millions of comparable clinical data points consistently and anonymously.
3. Apply machine learning on collected data set to improve analysis and generate new insights.

Thousands of individuals

Millions of individuals

Step 1 completed for

Ovarian Reserve, Iron, Covid Antibody E.g.: Bloom collected >10,000 data points on fertility influences.

In progress for

Thyroid, Diabetes, Kidney, Liver

With each measurement done with the Bloom System, Bloom anonymously collects and processes the following sets of data:

Metadata

Data points: 10

Examples: Serial number, Batch ID, OS

Use: QC, improvement, market research

Measurement Data

Data points: 3

Examples: Signal intensity value

Use: Generate cloud-calibrated medical value

Medical Data

Data points: 40 - 70

Examples: Age, weight, conditions

Use: Generate user specific medical report. Learn for report improvement.

Leadership

Team in Action



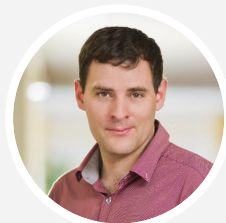
**Angelica
Kohlmann, PhD**
Executive
Chairman
Co-founder
Investor
BoD Lonza (public)
and private cos.



**Tom
Kupper**
CPO
Master in
Finance
Co-founder
Investor



**Philipp
Rovina**
COO
MSc, MBA
Roche
Novartis
LBS



**Zoltán Magyarics,
MD PhD**
Chief Medical Officer
Multiple leading
positions



**Simon Schwaighofer,
MD, Engineer**
CCO
Medtronic
Others

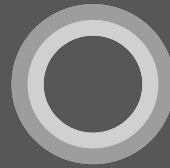


**Boris
Jankovic**
CFO
Master in
Finance
KPMG



**Liz
Lux**
Head of HR
Extensive
experience
with managing
people
Jumio
Corporation

Bloom's team consists of 50 members of 27 nationalities, including electronic engineers, software engineers, medical doctors, biotechnologists, business developers and dreamers.



bloom

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